

# Institutional Effectiveness Weekly Report



TEXAS TECH UNIVERSITY

## April 8, 2022

Outcome 1

The Office of Planning and Assessment will contribute to Texas Tech University's ongoing compliance with all external accrediting agencies and State of Texas mandates.

### Consideration of Faculty Success Advisory Committee

OPA has made the decision to develop a Faculty Advisory Committee on the Faculty Success (formerly Digital Measures) software. While OPA does receive reports of issues in the system, we are often reacting to issues that we don't know exist. We have plenty of assumptions for how the software is used but having faculty feedback will be helpful in determining our next priorities. Our goal is to work with faculty from a few different departments and colleges and of varying ranks, from brand new instructors to tenured faculty, to get an idea of how the system is used, how the system is presented, and what could improve it.

OPA will begin reaching out to certain colleges and departments to request users to provide feedback and discuss their experience with Faculty Success. We expect a low time commitment, about an hour and 3-4 times per semester, where OPA can ask questions and receive feedback on how users are actually utilizing the software, especially for features that may not be in frequent use. We also hope to better understand the kind of communication that goes out to faculty at the beginning of each term and how OPA can improve our communication strategies for vital information like this. We would like to keep the same members for a year to have a full cycling from Fall to Summer and with Annual Faculty Reports involved.

We are still determining ways to best communicate and request faculty from administration across campus. We are also interested in providing some kind of incentive, such as a lunch, a gift, or other additional recognition, to express how helpful this will be for TTU and for OPA. We will have an outline for the program and individuals requested for the 2022-2023 Academic Year in May. It is our goal to begin with a list of potential faculty but request names from department chairs.

## 2025 Reaffirmation

This week, we made significant progress on assembling the QEP Topic Selection Committee. Five members of the University-level Institutional Effectiveness Committee have already volunteered to serve on the Topic Selection Committee. On Monday, April 11, emails will be distributed to deans to ask for representatives to serve on behalf of colleges. A meeting with Provost Hendrick is scheduled for next Friday to discuss the Provost’s vision for the QEP.

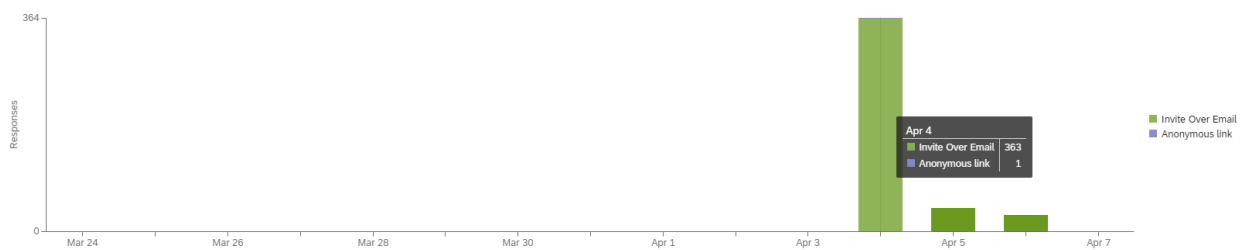


Texas Tech University faculty and staff will be well-prepared to meet OPA's faculty credentialing, assessment, and strategic plan expectations.

## TechQuest Distribution Update

OPA started the 2022 TechQuest administration with an invitation to 10,549 Seniors at TTU on April 4th. The assessment will continue until April 29th and participating students have a chance at two \$500 scholarships that will be awarded by May 3rd. So far, there are 433 completed assessments, with a completion rate of 82%. OPA will send out weekly reminders to students that have not yet taken the assessment to maximize response rate and scholarship opportunity for students. We use the TechQuest data to supplement our other assessments (ETS Proficiency Profile and NSSE) during the semesters they are not administered. TechQuest results will be included in the 2021-2022 Core Curriculum Annual Report and will be conducted again in Fall 2023.

Recent Responses



All Responses

| Distribution Channel | Audience Size | Surveys started | Responses | Completion Rate |
|----------------------|---------------|-----------------|-----------|-----------------|
| Anonymous link       | N/A           | N/A             | 1         | N/A             |
| Invite Over Email    | 10549         | 529             | 433       | 82%             |

## Marketable Skills Letter to Students

OPA has worked hard to identify, measure, and report student learning on campus, and now we would like to share our findings with Tech's students. We have brainstormed a few ideas of how best to communicate with the students. We have determined that email along with social media support is the best way to contact and talk to students. This email will include examples and [a link to degree program's marketable skills](#) and [learning outcomes](#) along with guidelines to help students determine their specific program's skills and outcomes. It is our goal that students can readily access this information as they develop their resumes and conduct career searches.

OPA is also brainstorming a social media campaign to promote our student marketable skills. The purpose of this campaign is to publicize our findings about students' marketable skills in a way that gets the information directly into the hands of our students. We also hope this campaign will aid in creating student ownership and pride in the knowledge and skills that they are acquiring while at Texas Tech.



The Office of Planning and Assessment will continually monitor the university's compliance with laws, policy statements, and policies deriving from the State of Texas, THECB, and SACSCOC.

## TxAHEA 2022 Planning Update

OPA continues to play a leading role in TxAHEA. Libby Spradlin has done a terrific job supporting the Proposals Committee, and Bryson Carroll just completed a new round of conference marketing emails. The registration and sponsorship systems are both nearly ready to go live on the TxAHEA website. We have a really solid OPA team!